

# **TBC Innovations**

Consulting and Innovation For building and construction industries



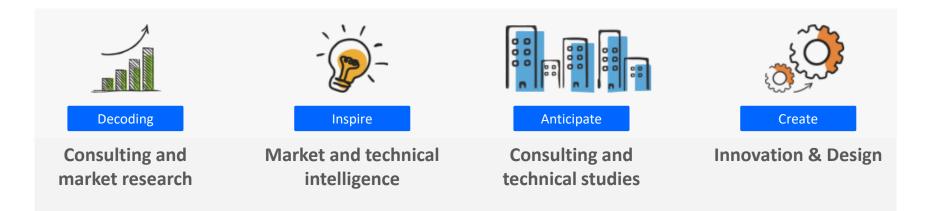
# TBC Innovations Consulting and innovation



- 25 years of experience in building and construction industries
- Deep market understanding and research expertise
- Business School Consultants associated with Engineers specialized in Building Innovation
- Decoding trends and weak signals to inspire your strategies
- Our market studies on joinery and insulation industries are references for many customers

#### **TBC Innovations SAS**

- Created in **1993**
- 11 engineers and marketing consultants
- Turnover 2017 = 0,85 million €



# Discover our solutions and services



# Consulting Market Research

#### Markets studies

- 15-year market outlook
- Comprehensive data & charts
- Five-year forecasts
- Industry & trends analysis
- To support your business plans

#### Consumer behavior

- Usage & Attitudes
- Decision making chains
- Consumer journey and insights
- Concept testing

### Measure your performances

- Customers satisfaction
- Brand awareness and image

#### Marketing & business plan

- SWOT
- Product positioning
- Value chain analysis
- Route to market
- Business models
- Key success factors
- Key driver analysis

# Market and competitive Intelligence

#### Monthly newsletters

- Joineries, closures
- Insulation, structural work
- Building industry & energy

#### Analysis of stakeholders

- Competitive intelligence
- Trends, weak signals
- Industry & trends analysis

#### Competitive intelligence

- Innovative concepts
- Emerging products
- Patents
- Deep understanding of your competitors

#### Decrypt and anticipate

- Tech trends French and Europe
- Marketing et technological trends books
- A forward-looking approach to markets

## **Engineering Consultants**

#### Technical consulting

- Product and technology evaluation
- Standards and specifications
- Assistance and advice prior to an assessment procedure
- Meeting with approval bodies CSTB, FCBA ...

#### Innovation support

- Innovation roadmap
- Opportunities identification
- Partnerships

#### ■ E+C-, RT2012 regulations

- Building's life cycle analysis
- Training, cases studies
- Optimize energy consumption, reduce environmental impact

#### Simulation and modeling

- Dynamic simulation
- Thermal performance
- Energy use, CO2 Emissions
- Overheating, occupant comfort, daylight assessment, ventilation and airflow

## **Product Design**

#### Innovative concept

- CAD product design
- Technical and economical feasibility
- Specifications

#### Open innovation

- Creative seminar
- Design thinking
- Benchmark
- Technological trends

#### Optimize performance

- Technical audit of products
- Functional study
- Value analysis
- Thermal simulations
- Recommendations

# Meet our team













Rollet









Bérenger

**Favre** 





Alain

Beaudeigne

**Product** 

design

manager



Anne-Séverine Saboret Director Founder Master in management

**EDHEC** 

Business

School





Business

School

Lantoine Market manager Master in management Toulouse

Market intelligence manager Master in market intelligence IAE Poitiers



Master in marketing Istef

Coralie De Horta Research executive

Master in marketing *IAE Toulouse* Master in social sciences

Christel Jimenez Innovation Director

PhD in physic

Research & DSM manager Mines Paris Tech Phd in building modeling

Guillaume Combes Innovation manager

**IMT Mines** 

HND/BTS Industrial products design

Corinne **Barbut** Finance manager

business administration

We help our clients across a wide variety of projects.

We are truly passionate to succeed as a team and deliver the best experience for our clients Our values : inspire change, drive success

**Network of experts:** 









# Our customers and partners



**Public sector Profesionnal Organizations** 





















**Unions Associations Manufacturers** 



















### **Industrials Manufacturers**



























manteau



























Serge Ferrari ZURFLÜH-FELLER





















## **Property developers**









# **Building materials** distributors castorama -





# **Local governments, Clusters**

















